

## REMARKS

This amendment supplements the Amendment dated September 15, 2003, and adds new Claims 96 to 113. Of those claims, Claims 96, 103, 110, 111, 112 and 113 are independent. Thus, Claims 32, 33, 35 and 95 to 113 are in the application.

Reconsideration and further examination are respectfully requested.

Independent Claim 96 concerns a smart card for booking a desired one of plural selectable places at a venue. The smart card is constructed for insertion into a card reader which includes a pressure sensitive membrane through which an exposed top surface of the inserted smart card is visible. The smart card includes at least one indicium on the exposed top surface of the smart card, the indicium having a plurality of portions having spatial correspondence to the selectable places at the venue. For example, in representative embodiments of the invention illustrated in Figures 3, 4 and 5, an indicium such as indicium 32 has plural portions corresponding spatially to selectable places at a stadium; and indicium 42 has plural portions corresponding spatially to selectable places in a restaurant, and indicia 52, 53 and 54 each has plural portions corresponding spatially to selectable cabins on decks of a ship.

According to the invention, the smart card further includes an electronic memory which stores data enabling the desired place to be booked, dependent upon pressure being exerted on the pressure sensitive membrane at a position over the indicium of the inserted smart card.

The art of record is not seen to disclose or to suggest the foregoing features, and in particular is not seen to disclose or to suggest these features in the combination as claimed.

Each of independent Claims 110, 111, 112 and 113 concern multiple purpose smart cards adapted for both non-computer based and computer-based information transfer from a transferor of the smart card to a transferee thereof. One representative embodiment of such a smart card is shown in Figure 7 of the subject application, where the smart card mimics an ordinary business card having textual information, but further includes plural indicia on an exposed top surface of the smart card, wherein each indicium has at least one selectable portion associated therewith. An electronic memory of the smart card stores data enabling additional information supplemental to the textual information to be presented.

According to these independent claims, such a smart card may be inserted into a card reader having a pressure sensitive membrane through which the textual information and the indicia are visible. In dependence on pressure exerted on the pressure sensitive membrane at a position over the selectable portion of one of the indicia, the additional information of the electronic memory is presented such as by display on presentation means, whereby it is possible to obtain a presentation of the information supplemental to the textual information on the top surface of the smart card.

The art of record is not seen to disclose or to suggest the foregoing features, and in particular is not seen to disclose or to suggest these features in the combination as claimed.

In view of the foregoing, it is respectfully requested for the Examiner to enter this Supplemental Amendment as well as the Amendment dated September 15, 2003, and to issue an allowance.

Applicants' undersigned attorney may be reached in our California office by telephone at (714) 540-8700. All correspondence should be directed to our below listed address.

Respectfully submitted,

  
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